- $1)\,\mathrm{K\text{-}LOVE}$ serves me as an uplifting, positive station that helps me focus on something besides myself, hence helping ME to better serve community.
- 2)K-LOVE is the only station full of positive music and has a clean genre for the entire family in our area. All other types of programming are covered.
- 3) More and more the teens and young adults need this type of programming for a thoroughly positive boost to their pressure-filled lives.